

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Alex Holtzman

DATE: December 11, 1984

FROM: Guy L. Smith IV

SUBJECT: Directory of On-going Research
in Smoking and Health

Attached is a communication from Donald R. Shopland, Technical Information Officer of the Department of Health and Human Services on Smoking and Health requesting information for a new directory.

It strikes me that the industry could get some great mileage and reach a lot of people if it were to "loudly" deliver various research pertinent to our issues. This could include absolutely any material we deem appropriate, such as the recently released Roper Survey, the Minnesota productivity research, the smoke inhalation study and no doubt numerous others.

Possible rejection of the material for inclusion in the "directory" should not deter the industry from delivering them.

I would envision the Tobacco Institute "delivering" the assembled material simultaneous to a carefully developed widespread publicity campaign explaining the various documents being submitted. This release could also go into the situation of the National Institutes of Health's suppressing research that could possibly have been favorable to cigarettes.

Of course, a traditional reason for not carrying out such a plan would be that the other side would do the same thing. They already are doing it. The industry needs to get the other side out.

With your concurrence we will ask the Tobacco Institute to proceed along these lines.

GLS:is

Attachment

cc: J. A. Murphy ✓
H. Cullman
F. E. Resnik
S. S. Scott
E. P. Quinby

RECEIVED

DEC 13 1984

JOHN A. MURPHY

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